

THE MEDIATING EFFECT OF ADVERTISING AND SALES PROMOTION ON THE RELATIONSHIP BETWEEN CONSUMER TRENDS AND MARKETING EFFECTIVENESS IN TELECOMMUNICATIONS COMPANIES IN JORDAN

DR. BADER ISMAEEL¹ & DR. BARJOYAI BARDAI²

¹Doctoral Candidate, Department of Management, Faculty of Finance and Administrative Science,
Al-Madinah International University, Kuala Lumpur, Malaysia

²Emeritus Professor, Department of Management, Faculty of Finance and Administrative Science,
Al-Madinah International University, Kuala Lumpur, Malaysia

ABSTRACT

The aim of this study is to investigate the mediating effect of advertising and sales promotion on the relationship between consumer trends and marketing effectiveness in telecommunications companies operating in Jordan. The study also attempts to determine whether demographic variables (age, gender, qualifications, experience, and career level) play a role in mediating the effect of IMC on the relationship between consumer trends and marketing effectiveness. The researcher used quantitative method and collected the data using the field survey method. Telecommunications companies operating in Jordan (Orange, Umniah, and Zain) have been selected as the study population of this research. The questionnaire was distributed to 540 respondents comprising of marketing managers, sales managers, and information systems and coordinators. A total of 308 sets of questionnaires returned were valid for the analysis, a response rate of 57%. The findings showed that there is a mediating effect of IMC on the relationship between marketing effectiveness and consumer trends due to the advertising and sales promotion as important dimensions of integrated marketing communications in the Jordanian marketing environment.

KEYWORDS: Integrated Marketing Communications (IMC), Sales Promotion, Advertising, Consumer Trends, Marketing Effectiveness Telecommunications Companies & Jordan

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INTRODUCTION

From the onset of the new millennium, the focus has been on how creativity and communication provide the desired value for a target group while seeking to achieve better profitability (Christopher, Payne, & Ballantyne, 2013). There has been considerable progress in the marketing concept from an emphasis on the product to the emphasis on customer service and also the values represented by the client (Buttle, 2009). This development has coincided with the introduction of some marketing rules for the marketing process of products and ideas – the so-called 4Ps: product, price, promotion, and place (Lantos, 2015). Thus development marketing has become a more important aspect. Detailed interference in marketing communication, which is the transfer of an idea or information or meaning in a message from the sender to the receiver through a communication channel varies according to a position (Helm, 2009). A modern trend in marketing management is the tendency to focus on a specialized organizational unit of marketing communication (Aaker & McLoughlin, 2009), tracking Marketing Manager, regardless of the regulation authority, includes special sub-units: word-of-mouth marketing, sales promotion,

events and experiences, advertising, publicity and public relations, direct and interactive marketing, and personal selling (Kotler & Keller, 2012). In the context of globalization and liberalization of markets and increased competition, an active marketing communication system works to influence consumer trends (Bradley, 2005) as an integrated combination of several functions including the definition of products, increasing the demand for products by convincing the target consumer of the benefits of the goods (Mohr, Sengupta, & Slater, 2009), and work to change negative attitudes into positive patterns as well as to strengthen positive attitudes among consumers of products or services (Nambisan & Baron, 2007). In addition, organizations are looking for different ways to achieve product excellence and carry out marketing communications through the Internet via the search feature in such a manner that distinguishes a product from others to remind customers (Strauss, 2016a), and builds a positive image of the organization and its products (Hsu & Fang, 2009). It has become a marketing communications in the most recent and contemporary expressions about interaction with the marketing environment, as well as a clearer expression of the essence of the promotional activity that represents the marketing mix of the organization and how it is connected with the consumer in order to influence their inclinations and attitudes towards products, services, and ideas (Kotler & Keller, 2012). This research seeks to determine the mediating effect of integrated marketing communications (IMC) on the relationship between consumer trends and marketing effectiveness in Jordanian telecommunications companies by examining the advertising and sales promotion as the important elements of IMC on consumer trends.

PROBLEM STATEMENT

The special circumstances that have occurred in the Middle East have made Jordan a fertile and safe investment environment that led to increased competition between commercial companies in general, and telecommunications companies in particular. Therefore, the basic question that this research attempts to answer is how can companies deal with this challenging and competitive environment?

Thus, the main interest in this research is to determine the extent of the effect of a model of communication on the consumer under the scenario of massive amounts of information, promotional offers, and high-quality products. This raises a further question: How can such companies retain their customers in the light of such strong competition?

Through this study, the researcher intends to discover the philosophy applied by Jordanian telecommunications companies in determining their market priorities and in determining the wants and needs of the customer when developing marketing plans. Several questions arise from this are as follows:

- Will these companies implement these plans effectively?
- Will these companies have innovative plans to overcome the economic challenges facing customers in Jordan under the high taxes imposed by the Jordanian government that may become an economic burden on the customers' social and economic life?
- Will these plans help growth and long-term profitability?
- Will these companies have employees capable of market analysis, planning, implementation, and control, in order to reflect consumer trends?

The study of the above issues is not only important and useful for scientific knowledge, but the results will also remove ambiguity in the entire commercial sector. This topic is quite broad, but the researchers were able to confine the

study to a narrower scope by studying the mediating effect of IMC on the relationship between consumer trends and marketing effectiveness.

For the purpose of conducting this study, the researchers construct a model composed of the following variables:

- Integrated marketing communications,
- consumer trends, and
- marketing effectiveness.

Each variable also includes dimensions identified from the previous literature. Their interactions were measured through field analysis and descriptive analysis using a questionnaire as the research instrument. From this work, the researcher expects to discover the effect of this model and the strength of the resulting relationship between consumer trends and marketing effectiveness.

OBJECTIVES OF THE STUDY

The objectives of this study are as follows

- To determine the mediating effect of integrated marketing communications on the relationship between consumer trends and marketing effectiveness in telecommunications companies operating in Jordan.
- To determine the effectiveness of each element of integrated marketing communications in influencing consumer trends.
- To determine the extent to which the elements of integrated marketing communications linked to marketing effectiveness.
- To determine the relationship between each element of marketing effectiveness with consumer trends.
- To determine whether demographic variables (age, gender, qualifications, experience, and career level) play a role in the mediating effect of integrated marketing communications on the relationship between consumer trends and marketing effectiveness; and
- To come up with a set of recommendations based on the results of the study that could help decision-makers in the telecommunications companies under study to excel through optimum utilization of integrated marketing communications.

RESEARCH QUESTIONS

The current study seeks to answer the following research questions

- Do integrated marketing communications mediate the relationship between consumer trends and marketing effectiveness in telecommunications companies operating in Jordan?

This Question has Sub-Questions

- What is the mediating effect of advertising on the relationship between consumer trends and marketing effectiveness?

- What is the mediating effect of sales promotion on the relationship between consumer trends and marketing effectiveness?

BASIC RESEARCH METHOD AND DATA COLLECTION METHODS

The current research used both primary and secondary data. The secondary data has been obtained through a review of previous studies related to the subject of interest. The primary data was collected via a questionnaire distributed to marketing managers, sales and information systems managers, and sales coordinators.

In order to gather data to answer the questions of the research, the developed questionnaire consisted of four parts. The first part was designed to collect demographic data, specifically gender, qualifications, overall experience, age group, job title, years of experience and management level. The second part covered the dimensions of IMC and included seven indicators that measure IMC, which were adopted from Kotler and Keller (2012) and Tanner and Raymond (2012), namely, advertising, and sales promotion. The third and fourth parts of the questionnaire covered the indicators that were used to measure the relationship between consumer trends and marketing effectiveness and drew on the work of Appiah-Adu et al. (2001) and Wu (2003).

STUDY POPULATION AND SELECTION OF THE STUDY SAMPLE

Selection of the Study Sample

In the study, the researcher chooses the quota sample. It is defined as non-probabilistic methods use purposeful selection and judgement factors to choose people for the sample population. We divide the survey population into mutually exclusive subgroups. These subgroups are selected with respect to certain known (and thus non-random) features, traits, or interests. The researcher who is conducting the survey selects people in each subgroup (Singh & Masuku, 2014).

The researcher divides a study population (Orange, Zain, and Umniah) according to the number of employees in companies' branches across 12 governorates in Jordan, as the shown in table 1: (MOICT, 2016)

Table 1: The Selected Sample of the Study Population

Company	Number of Branches	Number of Employees	Weightage = $3940/540 \approx 7.3$
Orange	56	2136	$2136/7.3 \approx 293$
Zain	50	1154	$1154/7.3 \approx 158$
Umniah	48	650	$650/7.3 \approx 89$
Total	154	3940	$3940/7.3 \approx 540$ (Sample Size)

The researcher distributed questionnaires to marketing managers, sales and information systems managers and sales coordinators for branches in each province. Accordingly, 540 questionnaires were distributed as in the following table

Table 2: Number of Distributed Questionnaires in Each Governorate

Company	Number of Distributed Questionnaires in Each Governorate												Total
	Amman	Balqa	Zarqa	Madaba	Irbid,	Jeresh	Ajloun	Mafraq	Maan	Aqaba	Tafileh	Karak	
Orange	159	21	21	5	36	6	5	5	10	5	5	15	293
Zain	104	6	10	3	10	3	3	4	3	3	3	6	158
Umniah	54	4	7	2	9	2	1	2	2	2	2	2	89

In this work, the research instrument was a questionnaire, which has been designed to collect data on the use of IMC and consumer trends in telecommunications companies in Jordan. The questions were formulated in order to obtain information on IMC and on the relationship between consumer trends and marketing effectiveness. The respondents have been asked to answer the statements in the questionnaire by using a five-point Likert-scale, which ranged from strongly agree to strongly disagree, where strongly agree = 5, agree = 4, undecided = 3, disagree = 2, and strongly disagree = 1. This scale was used to reflect the level of agreement among respondents about the statements presented in the questionnaire. The study sample and the target group were made familiar with the research's nature and its purpose. They were also informed that all the information collected from them would be handled in strict confidence. The researcher also made it known that the companies under study would receive the results of the research, together with some recommendations that may be of benefit to them, if they wished to do so.

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Gender

Table 3: The Demographic Profile of the Respondents

Type of Respondent	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	194	63.0	63.0	63.0 100
	Female	114	37.0	37.0	
	Total	308	100	100	
Age	Less than 25 years old	96	31.2	31.2	31.2 100
	More than 25 years old	212	68.8	68.8	
	Total	308	100	100	
Company Preference	Orange	113	36.7	36.7	36.7 65.6 100
	Zain	89	28.9	28.9	
	Umniah	106	34.4	34.4	

EDUCATION LEVEL

As for the distribution of the respondents of the research based on educational level, Table 4 shows that 46% of the study population held a bachelor's degree, 25% had a diploma and 21% had a secondary school certificate or lower. Also, the percentage of respondents who had an M.Sc. degree is 7% and the ones who were with a Ph.D. degree 1%, indicating that the majority of the respondents had tertiary-level qualifications.

Table 4: Education Level of the Respondents

		Frequency	Percent	Cumulative Percentage
Valid	Secondary and Below	65	21.1	21.1
	Diploma	77	25.0	46.1
	Bachelor's	141	45.8	91.9
	Master's	22	7.1	99.0
	PhD	3	1.0	100.0
	Total	308	100.0	

WORKING EXPERIENCE

Table 5 exhibits the distribution of the respondents of the study according to working experience in their current jobs. It shows that 0.3% of the respondents had work experience equal to or longer than 20 years and 3.9% had experience ranging from 15 to less than 20 years. Those with experience ranging from 10 to less than 15 years accounted for 28.6% of the study sample. However, the highest percentage of respondents (35.4%) had experience ranging from 5 to less than 10 years. In addition, 31.8% had less than 5 years of experience in their current position. Overall, the respondents had a relatively good length of working experience in their current roles.

Table 5: Working Experience of the Respondents in their Current Job

		Frequency	Percent	Cumulative Percent
Valid	Less than 5 years	98	31.8	31.8
	From 5 years to less than 10 years	109	35.4	67.2
	From 10 years to less than 15 years	88	28.6	95.8
	From 15 years to less than 20 years	12	3.9	99.7
	20 years and over	1	.3	100.0
	Total	308	100.0	

Figure 1 below shows the results of the working experiences of the respondents.

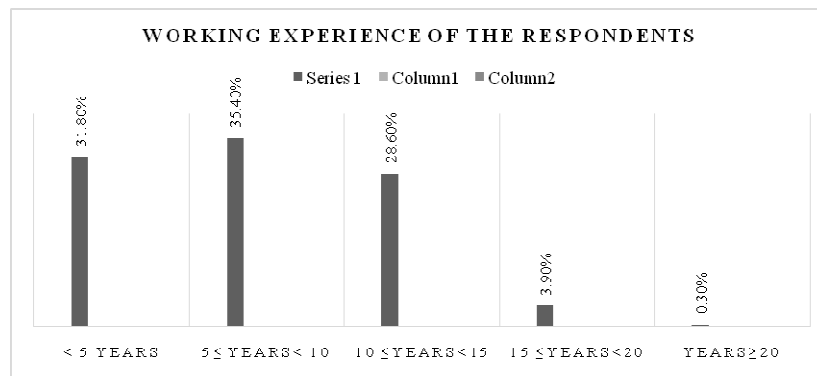


Figure 1: Working Experience of the Respondents

MANAGEMENT LEVEL

As for the distribution of the respondents of the research on the basis of their management level, Table 6 indicates that 2.6% of them were in the top management level in positions such as the general manager or administrative and financial manager and other similar roles. A substantial proportion of the respondents (36.7%) were in the middle management level with jobs such as marketing manager, sales manager, operations manager, branch manager and so on. However, the largest proportion of respondents (60.7%) were in the low management level, working as supervisors in sales, promotions, marketing, quality, and follow-up, and as sales and marketing representatives among others.

Table 6: Management Level of the Respondents

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Top management	8	2.6	2.6	2.6
	Middle management	113	36.7	36.7	39.3
	Low management	187	60.7	60.7	100.0
	Total	308	100.0	100.0	

As for the distribution of the respondents of the research based on the job title, Table 7 shows that 26.3% of the study population were marketing managers, 24.7% were sales managers and 12% were operations managers. On the other hand, 23.4% were quality managers and 13.6% were in the other category which included job titles such as sales coordinator.

Table 7: Job Title of the Respondents

		Frequency	Percent	Cumulative Percent
Valid	Marketing manager	81	26.3	26.3
	Sales manager	76	24.7	51.0
	Operation manager	37	12.0	63.0
	Quality manager	72	23.4	86.4
	Others	42	13.6	100.0
	Total	308	100.0	

Descriptive Statistics

Descriptive statistics have been utilized to assess whether the respondents agreed or disagreed with the statements in the study questionnaire and whether there was a relationship between demographic and non-demographic influences with impacts of consumer trends brought by the success of marketing effectiveness. The mean, median, and standard deviation scores for each question in the study tool are presented in the following and thereby reveal the key determinants of consumer trends among telecommunications companies in Jordan.

Integrated Marketing Communications

Table 8 lists mean, median, and standard deviation for the seven dimensions of IMC as a mediating variable based on the respondents' responses to the statements in the questionnaire.

Table 8: The Dimensions of Integrated Marketing Communications

Statement	Mean	Median	Std. Deviation
IMC	3.68	3.67	.611
Advertising	3.80	3.83	.651
Sales promotion	3.85	4.00	.749

The means, medians, and standard deviations for the statements about the elements of IMC were calculated in SPSS. From Table 8 it can be seen that IMC received a high degree of approval at a mean of 3.68 with a standard deviation of 0.611. This indicates the importance of using IMC in the companies under study. The values of the standard deviations in Table 8 indicate that there's not much variation in the responses across the sample.

Advertising

Table 9 includes the means, medians, and standard deviations of the statements about advertising, which is one of the dimensions of IMC.

Table 9: The Mean, Median, and Standard Deviation for Advertising

S. No	Statement	Mean	Median	Std. Deviation
1	Advertising means (visual and audible) provides enough information about services provided by your company to Jordanian consumers.	4.15	4.00	.879
2	Advertising creates awareness among consumers about the services not known and desired by consumers.	4.04	4.00	.866
3	Newspapers and magazines are advertising means that are useful in promoting and offering services to the consumer.	3.95	4.00	.890
4	Your company uses messages that arrive via email to provide and offer services.	3.79	4.00	1.010
5	Billboards on the streets and commonly frequented places provide sufficient information and help for understanding the services provided.	3.18	3.00	1.301
6	The information on the envelopes and brochures that are promoting services has the ability to clarify the concept behind these services.	3.69	4.00	1.107
	Advertising	3.80	3.83	.651

Table 9 illustrates that advertising received a high degree of approval at a mean of 3.8 with a standard deviation of 0.651. This indicates the importance of this dimension as a part of IMC in the companies under study because statements relating to advertising and its role show that it has an impact on consumer trends as consumers make a decision to join the services that are offered by Jordan telecommunications companies on the basis of the advertisements they have seen. Statements (1) and (2) received the highest average mean scores of 4.15 and 4.04 with standard deviations 0.879 and 0.866, respectively, which indicates the importance of the advertising means (visual and audible) that provide enough information about the services provided by these companies to Jordanian consumers and also create awareness among consumers about the services on offer.

Basically, advertising is a very artistic way of communicating with customers. Advertising plays a very important role in the modern competitive business environment. Advertising has now become a necessity for everybody in day-to-day life, be it the producer, the trader, or the customer. Also, advertising helps people find the best products for themselves and their family. When consumers gain knowledge about the range of products available, they are better able to compare products and make purchase decisions so that they get what they desire when they spend their valuable money. Thus, advertising is important for customers.

Sales Promotion

Table 10 lists the means, medians, and standard deviations of the statements about sales promotion, which is another dimension of IMC.

Table 10: The Mean, Median, and Standard Deviation of Sales Promotion

S. No	Statement	Mean	Median	Std. Deviation
7	The brand offered by the company is more an incentive to gain consumers' attention than to encourage them to take action (purchase).	3.79	4.00	1.045
8	If the promotion of products and services is always interesting, consumers will engage with the product brand.	3.66	4.00	1.049
9	The brand promotion of a product or service is better than that of competitors in terms of constantly engaging consumers.	4.15	4.00	.933

10	Consumer services, such as free samples, contribute to consumers' knowledge of new services.	3.79	4.00	.967
	Sales promotion	3.85	4.00	.749

Table 10 illustrates that sales promotion received a high degree of approval at a mean of 3.85 with a standard deviation of 0.749. This indicates the importance of this dimension as a part of IMC in the companies under study. The aim of sales promotion is reaching targeted customers and persuade them to purchase products and/or services. The results in Table 10 show that sales promotion plays an important role in the telecommunications companies in Jordan and has a considerable effect on the buyers' decision-making process. Statement (9) received the highest average mean score of 4.15 with a standard deviation of 0.933, which indicates that if the brand promotion of a product or service of a firm is better than that of its competitors this will always engage the consumer. In addition, the sales promotion marketing tool is used for stimulating customers to accelerate the process of purchasing, to subscribe to services and to increase the quantities of sales.

Based on the answers given by the sample and the average mean scores shown in previous tables sales promotion can be used for achieving a firm's aims of marketing communications and is thus a crucial component in planning marketing. Sales promotion is not only an effective tool in marketing planning but it also contributes to buyer decision making. It could be seen as a short-term tactic to drive demand and attract consumers to a special marketing offer that provides more profit to the company than the financial benefit that the consumers receive from the sales promotion product and it also has a strong influence on sales.

Multiple Regression Analysis

Table 1 represents the regression model summary, Table 12 shows the ANOVA test, and Table 13 shows all dependent variables were statistically significant ($\alpha = 0.01$). In the current study, multiple regression analyses have been conducted for examining the mediating impact of IMC on the correlation between marketing effectiveness and consumer trends.

Table 11: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.932 ^a	.868	.863	.217	.868	161.482	12	295	.000

a Predictors: (Constant), customer philosophy, sales promotion, adequate marketing information, advertising, integrated marketing organization, operational efficiency, strategic orientation.

Table 12: ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90.868	12	7.572	161.482	.000 ^a
	Residual	13.833	295	.047		
	Total	104.701	307			

a Predictors: (Constant), customer philosophy, sales promotion, adequate marketing information, advertising, integrated marketing organization, operational efficiency, strategic orientation.

b Dependent variable: Consumer trends

The Multiple Regression Model

Table 13: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.477	.086		5.520	.000		
2	Customer philosophy	.054	.024	.071	2.283	.023	.458	2.185
3	Operational efficiency	.008	.030	.011	.255	.799	.227	4.406
4	Strategic orientation	-.011	.032	-.016	-.354	.724	.225	4.451
5	Integrated marketing organization	.083	.025	.127	3.351	.001	.311	3.217
6	Adequate marketing information	-.033	.022	-.058	-1.497	.135	.303	3.298
7	Advertising	.104	.038	.116	2.758	.006	.252	3.973
8	Sales promotion	.178	.026	.228	6.722	.000	.389	2.571

a Dependent variable: Consumer trends

The Multiple Regression Model

$$Y = 0.477 + 0.054 \text{ CP} + 0.008 \text{ OE} + -0.011 \text{ SO} + 0.083 \text{ IM} + -0.033 \text{ AM} + 0.104 \text{ AD} + 0.178 \text{ SP}$$

Where:

- OE: Operational efficiency
- SO: Strategic orientation
- CP: Customer philosophy
- IM: Integrated marketing organization
- AD: Advertising
- SP: Sales promotion
- AM: Adequate marketing information

As it is evident from Table 11, each dimension of the IMC is positively and significantly affects the marketing effectiveness variables, on the consumer trends. The R-value of 0.932 indicates that there's a very strong positive relationship between IMC (as the mediating variable), marketing effectiveness (as the independent variable) and consumer trends (as the dependent variable) in telecommunications companies in Jordan. This means that there's a very strong mediating impact of IMC on the correlation between marketing effectiveness and consumer trends. The multiple regression model with all of the 4 predictors produced $R^2 = .868$, $F = 161.482$, $p < .001$.

As it is evident that, IMC and marketing effectiveness have significant positive regression weights, which indicate that these results have a positive effect on consumer trends, after controlling for the rest of the variables in the model.

Operational efficiency, sufficient marketing information, strategic orientations, have a negative weight (opposite in sign from its relationship with the criterion), which indicates there is no relationship between these dimensions and consumer trends. The remaining dimensions have a strong positive effect on the dependent variable (consumer trends).

DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

Relating the Findings to the Research Objectives and Research Questions

RQ1: Does Integrated Marketing Communications Mediate the Relationship Between Consumer Trends and Marketing Effectiveness in Telecommunications Companies Operating in Jordan?

“According to the results of our analysis of the data in order to test hypothesis 1, there is a relationship with a direct effect of a statistically significant correlation between consumer trends and marketing effectiveness due to the mediating effect of IMC. This shows the consistent message that Jordanian telecommunications companies are delivering via their effective marketing to the consumer.”

“According to the study tool, the companies use marketing tools such as advertising, sales promotion, which positively affect the consumer trends in the Jordanian marketing environment. The fertile marketing environment in Jordan has made it possible for Jordanian telecommunications companies to enter into robust competition with their counterparts. For example, Orange has worked through its ongoing public and private sector promotions, both government and private, to attract the largest segment by employing Porter strategies at the lowest cost and highest quality compared to its competitors. The researcher, as one of the company’s consumers, has personal experience of this. On the other hand, Orange’s competitors Umniah and Zain have provided good services at a cost to suit their business customers, which have helped them to win the loyalty of those customers.”

RQ2: What is the Mediating Effect of Advertising on the Relationship between Consumer Trends and Marketing Effectiveness?

“Based on the study findings that were derived from data analysis and hypotheses testing, advertising plays a key role as one of the dimensions of IMC adopted by Jordanian telecommunications companies. The sufficient dissemination of information about the services and products provided by these companies has created an awareness and desire among consumers to benefit from the services of these companies and thus the companies have been able to keep their existing consumers and offer attractive incentives for potential consumers. The advertising in newspapers, on the radio and television and via social networking sites that the companies undertake has a positive effect on the consumer. This is attributed to the mediating effect of advertising on the relationship between customer philosophy and consumer trends and informing the consumer that the companies take into account their needs and wants in the marketing plans that emanate from the main policies of each company in this area.”

RQ3: What is the Mediating Effect of Sales Promotion on the Relationship between Consumer Trends and Marketing Effectiveness?

“As the world market becomes increasingly competitive, a variety of sales promotion techniques need to be implemented by marketers in order to enable their company to stand out among their competitors. As consumers become increasingly sensitive towards sales promotion strategies, marketers need to identify the most suitable sales promotion strategy for their products in order to increase the number of consumers by influencing purchasing behaviours and avoiding any potential negative perceptions

Jordanian telecommunications companies consider sales promotion to be an important factor in the success of both new and current services and in continuing to survive in the market. From a marketer's point of view, sales promotion acts as a highly necessary tool for increasing sales profit in a short time. Sales promotion is one of the IMC indicators developed by Jordanian telecommunications companies for use in their consistent messaging and supports effective marketing. The findings of the study showed that there's a correlation between sales promotion as a dimension of IMC and consumer trends. The mediating effect of sales promotion on consumer trends is worth considering in a highly competitive marketing environment where companies offer similar products and services. The brand offerings made by these companies are more of an incentive to gain consumers' attention rather than as a means to encourage them to take action. Moreover, the companies' promotions of products and services are always interesting, fostering consumer engagement with the product brand.

DISCUSSIONS OF THE RESULTS

This study proved the strong positive correlation between consumer philosophy and IMC in telecommunications companies in Jordan. This result is due to the use of marketing communication methods that are based on their marketing plans that seek to achieve customer satisfaction and loyalty. The study also proved that the companies under study are keen to identify market priorities and to determine customers' needs and wants. This finding agrees with Payne and Frow (2006). Also, hypothesis testing and descriptive statistics revealed a strong positive correlation between IMC and operational efficiency in the companies under study. This result is due to the companies' ability to implement, follow up, and control their marketing plans effectively. According to Reid (2005), this ability is based on the effect of the IMC components.

The results of this research also showed a significant positive correlation between IMC and strategic orientation. This confirms the existence of marketing techniques in the development strategies and plans that provide these telecommunications companies with the most efficient and effective methods of long-term growth and profitability. According to Bennis and Nanus (1985), strategic orientation indicates the orientation in which a business aims to or must go in the future, and how well it's set up to do so. The companies under study are able to employ a marketing team through their IMC system. This team works to lead strategic plans efficiently. This finding agrees with Madhavaram, Badrinarayanan, and McDonald (2005) and ELSamen and Alshurideh (2012).

This research also showed the positive correlation between IMC and integrated marketing organization and sales promotion, are important parts of the IMC system of Jordanian telecommunications companies, and they have created teams capable of analyzing the market, implementing plans and controlling them. These marketing teams are able to use their expertise to convince the consumer to interact with their brand and thus pay attention to the services provided by these companies. This finding agrees with Tate, Ellram, Bals, Hartmann, and Van der Valk (2010) and Mangold and Faulds (2009). There is also a significant positive correlation between IMC and sufficient marketing information in Jordanian telecommunications companies, as illustrated by the statistical tests. According to Appiah-Adu, Fyall, and Singh (2001), adequate marketing information means that companies should obtain sufficient quality information to perform effective marketing. There is an interdependence that exists between the elements of the IMC system and the effectiveness of marketing and it is important to have the knowledge and sufficient information concerning developments in the Jordanian marketing environment to produce a good marketing performance that will enable a firm to compete strongly with other firms that provide the same services and goods.

Finally, the study results showed a significant correlation between IMC and consumer trends. This due to the huge role that IMC plays through its dimensions in affecting consumer trends positively in telecommunications companies in Jordan. Providing good services at low prices, effective advertising sales promotion, and others, are all good tools to realize the wants and needs of consumers. Moreover, the companies under study are able to provide a consistent message to consumers about their services. This message contains elements that are able to convince the potential consumer of the benefits of the provided services. Moreover, through knowledge of purchasing behaviour and purchasing power in light of the challenges facing consumers in the Jordanian marketing environment, companies have been able to target specific consumer segments based on their respective purchasing power. This result agrees with Kliatchko and Schultz (2014), Reid, Luxton, and Mavondo (2005), Richards (2011) and Veloutsou and Moutinho (2009), and others. As mentioned earlier, there is a role for demographic variables in the mediating IMC impact on the correlation between consumer trends and marketing effectiveness.

RECOMMENDATIONS

Based on the results, the researcher makes seven recommendations for the telecommunication companies in Jordan to consider:

- There is a need to follow up changes in the marketing environment during the targeted marketing process in order to ensure that they increase or at least maintain their market share. To this end, the companies could adopt Porter strategies by focusing on achieving the highest quality at the lowest cost.
- There is a need to train marketing employees so that they can gain the required competencies to enable them to become a strategic partner by following up and controlling marketing plans and subsequently identifying gaps and filling them through appropriate interventions.
- There is a need to ensure the regular participation of marketing representatives in the strategic decision-making process.
- Lastly, there is a need to recognize the contribution of the various facets of marketing as vital elements of success in the face of increasing competition, and to act accordingly.

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